

## **SAMPLE Youth Ministry Communication Plan:**

Provided by [Youth Ministry Architects](#)

It is impossible to over-communicate! If there is a message that needs to be broadcast from one person or group to another person or group, the more ways that message can get in front of the intended receiver(s), the better! In the Church, we often make the perilous assumption that either everyone knows what's going on, automatically, or that the people who need to know will take the appropriate amount of initiative to find out for themselves. Both are derelictions of duty for the simple reason that it is the job of the communicator's job to communicate! With those thoughts in mind, here is a plan for getting the message about New Hope's Youth Ministry out as widely as possible:

**Live Feeds (Staff):** The oldest and most basic way to communicate with a person is face to face! The paid and volunteer youth staff can maximize the opportunities that they have to give a good impression of the youth ministry and good information that will be helpful to families live and in person.

**Print Promotions:** While not an effective stand-alone strategy ("It was in the bulletin--why didn't they know about it?"), putting things in writing on paper can be an important first-exposure or timely reminder that is portable and reasonably durable, yet inexpensive to produce!

- Annual calendar & directory ready at kickoff and available all year
- Weekly bulletin shell text box for programs & occasional event inserts
- Reminder post cards
- Posters for major events
- Monthly customizable newsletter/calendar for insertion in church newsletter mailings

**Tech Transmissions:** In an increasingly digital world, engaging with peoples' virtual news gathering and interaction portals becomes the new "normal" we must adapt to.

- Weekly emails from the director to weekly hands-on volunteers
- Weekly emails from the youth ministry to all youth ministry stakeholders (parents and youth)
- Web page updated weekly by a volunteer
- Facebook/MySpace profile/groups/event invites
- Twitter/TextBlast message distribution
- Phone Tree
- Registration forms available on the youth web page